FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00033579 **Type of Permit:** FILMING **Release Date:** 11/11/2010

Production Company DIRECTORS BUREAU, LLC

Insured Company Name Director's Bureau
Contact Phone No. 1 323-465-5299
Contact Phone No. 2
Fax
Address 1641 N. IVAR
LOS ANGELES, California 90028

Production Title FRITO LAY

Type of Production Commercial - Standard

Producer Eric Escott

Director Melody McDaniels

1st AD na na

Production Manager Emily Akers

FilmL.A. Coordinator Erica Wade

Location Manager Adam Butt
Primary Phone Office - 323-465-5299
Secondary Phone Office - 310-892-9466

Location Assistant na na
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

Posting 900	$207.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE SAFETY OFFICER	$1,024.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
FILMLA MONITOR FEES	$240.00
FILMLA MONITOR FEES OVERTIME	$180.00
FILMLA MONITOR FEES - DOUBLE TIME	$240.00

Total Permit Fee $2,756.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number F00033579
Production Company DIRECTORS BUREAU, LLC
Insured Company Director's Bureau
Production Title FRITO LAY

Location Manager Adam Butt
Primary Phone Office - 323-465-5299
Secondary Phone Office - 310-892-9466

Location Address 700 Kingman Ave, Santa Monica, CA, 90402

Location Type Private Residence

Film Dates 11/12/2010 - 11/12/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Pacific Palisades July 2009.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	55
Cube Trucks	7
Generator	1
Motor Homes	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	10
Crew	55
FilmL.A. Monitor(s)	1
LA City UFSO assigned	26417

Filming Activities Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 631 **Grid:** C7

Location Notes Must comply with Pacific Palisades conditions

Approvals

LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS	
LOS ANGELES POLICE DEPARTMENT	Melissa Hernandez
LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT	Vincent Owens

Coordinator Note FILM LA MONITOR REQUIRED @ 0600HRS

Parking

Base Camp
Location Type : Private Parking Lot

Crew Parking
Location Type : Private Parking Lot

Posting "No Parking" signs W/S Kingman Ave., 200' North and 200' South of 700 Kingman Ave.
N/S Mesita Way, Kingman Ave. - San Lorenzo St

Approximate Footage 601 - 900 **Log Number** 6849

Date(s) 11/12/2010 to 11/12/2010 **Time(s)** 07:00 to 22:00

NOT A PERMIT

SPECIAL FILMING CONDITIONS
PACIFIC PALISADES, PALISADES HIGHLANDS AND CASTELLAMMARE AREAS

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The following Special Filming Conditions have been established to mitigate the concerns of local residents. These Conditions are a result of meetings with the Pacific Palisades Town Council, City Council Office representatives and area residents.

- **FilmL.A. will evaluate all requests for permits in this area using the following criteria:** Frequency of filming per block near the requested location and parking areas – Duration and frequency of recent filming – Proximity of concurrent filming activities – Historical use – Recent problems or complaints – Number of filming days requested – Company size – Proposed activities (effects, excessive noise, cranes, etc.) – any other criteria that may be relevant to the specific situation. ***NO PERMITS FOR THIS AREA SHOULD BE ASSUMED TO BE AVAILABLE WITHOUT THE ABOVE REVIEW.***

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **Craft services, catering trucks, food preparation tables and dining tables are prohibited on sidewalks or parkways and must be out of public view.**

- **Trash and refuse must be removed from the area immediately after filming activities are completed.**

- **Production companies may not arrive in the area prior to 7:00 a.m. and must depart no later than 10:00 p.m.** unless affected residents (generally those within 300' of the filming activities or equipment parking) are surveyed to identify neighborhood concerns and approval is obtained from FilmL.A.. The approved times must be indicated on the permit.

- **No weekend or holiday filming unless approved by FilmL.A.**

- **Parking of production equipment is limited to one side of the street.** Film company vehicles shall not interfere with gardener's activities, trash pick up, safe use of streets or access to resident driveways, unless approved by the affected residents. ***In some instances, it may be necessary for companies to post both sides of the street to maintain proper access for emergency vehicles and area residents.***

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Lighting is to be confined to the specific site and shall not adversely impact neighbors and/or traffic.**

- **Cast and crew may not park on area streets.** Off-street parking must be provided.

- **Prep and strike days must be included on the permit and may not take place on weekends unless approved by FilmL.A.**

NOTE: ADDITIONAL CONDITIONS ARE APPLICABLE FOR THE HUNTINGTON PALISADES, RIVIERA ESTATES, PALISADES BLUFF AREA AND THE INTERSECTION OF ALMA REAL AND OCAMPO DRIVES.

FilmL.A., Inc. NOT A PERMIT